DOCUMENT RESUME

ED 456 360 CG 031 121

TITLE	Media Advocacy. Technical Assistance Packet.
INSTITUTION	Join Together, Boston, MA.
PUB DATE	2000-04-00
NOTE	5p.
AVAILABLE FROM	Join Together, 441 Stuart St., 7th Floor, Boston, MA 02116. Tel: 617-437-1500; Fax: 617-437-9394; e-mail: info@jointogether.org. For full text: http://www.jointogether.org.
PUB TYPE	Reference Materials - General (130) -- Reports - Descriptive (141)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	*Advocacy; Alcohol Abuse; Behavior Modification; Community Action; Guns; *Influences; Intervention; *Mass Media Role; Public Health; Public Policy; Social Influences; *Substance Abuse; Violence

ABSTRACT

Media advocacy is an environmental strategy that can be used to support alcohol and other drug prevention and policy development efforts. It helps shift the focus from understanding public health issues ás individual problems to understanding them as social conditions that require collective behavior changes. Successful media advocacy uses the media as a vehicle to convey campaign and organizational messages about substance abuse and gun violence to large audiences. This paper lists the names of national organizations, publications, and community leaders who can be used as resources for communities undertaking initiatives in the area of media advocacy. (Contains 11 resources.) (JDM)

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MEDIA ADVOCACY

Technical Assistance Packet

Join Together:
A National Resource for Communities Fighting Substance Abuse and Gun Violence

www.jointogether.org

April 2000

ED 456 360

Description of the Issue

Media advocacy is an environmental strategy that can be used to support alcohol and other drug prevention and policy development efforts. It helps shift the focus from understanding public health issues as individual problems to understanding them as social conditions and initiates a collective behavior change. Successful media advocacy uses the media as a vehicle to convey campaign and organizational messages about substance abuse and gun violence to large audiences.

What follows is a list of national organizations, publications, community leaders with an expertise in the media advocacy area, and community stories.

National Organizations

Center for Substance Abuse Prevention Communications Team
The Communications Team is available to help you learn about your audience, develop messages and materials, and evaluate communications programs. This is a free service.
720 Wisconsin Avenue, Suite 500, Bethesda, MD 20814-4820; Tel: 301-941-8500

Center for Community Change
The Center for Community Change helps people to improve their communities and change policies and institutions that affect their lives by developing their own strong organizations. Their website has a comprehensive section on media advocacy.
1000 Wisconsin Avenue, NW, Washington, DC 20007; Tel: 202-342-0567; Fax: 202-333-5462;
www.communitychange.org/media.htm

Marin Institute for the Prevention of Alcohol and Other Drug Problems
The Marin Institute works to create an environment that helps individuals make healthy choices and requires responsible action from government and business. The Marin Institute offers training, publications and general information about environmental strategies.
24 Belvedere Street, San Rafael, CA 94901; Tel: 415-456-5692; Fax: 415-456-0491;
www.marininstitute.org/

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FACE-Truth and Clarity on Alcohol
FACE is a national non-profit organization that focuses specifically on alcohol issues. They focus on media development on key alcohol issues that is designed to help people make connections between alcohol and critical public health concerns. In addition, they have trainings on community organizing for the reduction of alcohol-related problems among youth and adults.
105 W. Fourth Street, Clare, MI 48617; Tel: 888-822-3223; Fax: 517-386-3532; faceproject.org/

Center for Science in the Public Interest, (CSPI)
CSPI is designed to help to reduce the devastating health and social consequences of drinking. The project's comprehensive, prevention-oriented policy strategy is aimed at curbing alcohol-related problems which includes advertising and promotion reforms. Action alerts, fact sheets, press releases, publications, links, news and resources information are available on their website.
Alcohol Policies Project, 875 Connecticut Avenue, N.W., Suite 300, Washington, DC 20009; Tel: 202-332-9110; Fax: 202-265-4954; www.cspinet.org/

Publications and How to Order Them

The publications listed here are both free and of modest cost.

- *Prevention Primer: Media Advocacy* (March 1997). Provides tips on framing your issue and gaining access to the media. Available from www.health.org:80/pubs/PRIMER/media.htm.
- *Reaching the Media*, NCADI (June 1996). This kit includes ideas on how to use the media and communications tools. Available from www.health.org:80/pubs/mpw-fact/mpw-post.htm.
- *A Guide for Prevention Practitioners*. Gives tips on how to conduct a counter-advertising campaign. Available from www.health.org:80/pepspractitioners/rcommend.htm.
- *Blowing Away the Smoke: A Series of Advanced Media Advocacy Advisories for Tobacco Control Advocates*. Available from the Advocacy Institute. www.advocacy.org/pubs/medialt.html
- *Media advocacy: Lessons from community experiences*. Jernigan, David H. and Patricia A. Wright. Journal of Public Health Policy, 17(3), 1996, pp. 306-330. This article provides an overview of media advocacy and summarizes fifteen case studies, which offer examples of how communities have used the news media to counter alcohol and tobacco promotions. Available through the Marin Institute at www.marininstitute.org/.
- *The Use of Counter-Advertising as a Tobacco Use Deterrent and Analysis of Pending Federal Tobacco Legislation*, Cummings Ph.D., MPH, K. Michael and Clarke, JD, Hillary, Department of Cancer Control and Epidemiology, Rosewell Park Cancer Institute, April 14, 1998. Available online at the Advocacy Institute's website at www.advocacy.org/
- *Media Advocacy and Public Health – Power for Prevention*. Wallack, Lawrence, Lori Dorfman, David Jernigan, and Makani Themba. Available through Sage Publications at www.sagepub.co.uk/
- Join Together has the following publications related to communications and media advocacy, which can be found at www.jointogether.org/publications:
  - Public Awareness Campaigns Monthly Action Kit
  - CSAP Reality Check Campaign Monthly Action Kit
  - Alcohol Awareness Monthly Action Kit
  - Fall, 1994 Strategies

Community leaders

Carol Stone
Executive Director
Regional Drug Initiative
522 SW 5th Avenue
Suite 1310
Portland, OR 97204
Tel: 503-294-7074
Fax: 503-294-7044

Susan Yerkes
San Antonio Express News
Hearst Newspaper
7711 Broadway, #28
San Antonio, TX 78209
Tel: 210-822-4726
Fax: 210-250-3405

Norma Nieves-Blas
Deputy Director
NYC Department of Mental Health, Mental Retardation and Alcholism Services
93 Worth Street, Room 1203
New York, NY 10013
P: 212-219-5389
F: 212-219-5405

Dennis Flanagan
1521 North 5th Street
Tacoma, WA 98403
Tel: 253-627-0545
Fax: 253-627-6803

Community Stories

Stories listed below are reprinted from Join Together Online. Similar stories can be found at www.jointogether.org

The Safe Streets Campaign in Tacoma, WA launched a successful five-year public awareness campaign in the city of Tacoma and Pierce County in Washington State in the early nineties. They collaborated with a local graphic artist, four area newspapers, local businesses, local and cable television stations, and city officials. With so many active partners working on the campaign, Safe Streets has built a positive community-wide spirit to address local problems.
Contact Priscilla Lisicich, Executive Director, Safe Streets Campaign, Inc. at 253-272-6824 or email her at lisicich@harbornet.com.

Tragedy Prompts Partnership in Kansas City
The death of an African-American man accused of shoplifting at an Osco Drugs store has sparked a unique agreement between the retailer and Project Neighborhood, a Kansas City substance abuse prevention coalition.

Following the young shoplifter's death while in the custody of Osco's security personnel, the drugstore chain was anxious to dispel the notion that racism played any part in the tragedy, especially since the company's plans include opening a number of Osco locations in inner-city neighborhoods. Dave Sullivan, interim executive director of Project Neighborhood, said that Osco officials approached his group because of its reputation as a leader in the African-American community.

As a result of a meeting with Osco and the African-American community, Osco produced a "Memo of Understanding" in which, among other things, it promised to remove all external ads for alcoholic beverages from stores in Kansas City's urban core. Sullivan acknowledges that Project Neighborhood simply seized upon the opportunity to press the issue with Osco. Reducing alcohol ads always one of our stated goals, and we've worked on covenants in community," he said. "We wanted to get it on the table with Osco real fast."

In the end, said Sullivan, both sides got something out of the agreement. The memo garnered a lot of attention and provided some effective damage control for Osco, while the community was able to gain a new partner to address critical local issues.
Contact Project Neighborhood at 816-842-8515.